



# The QIA™ Media Monitor

Practical Media Analysis Ideas for Communications Professionals

May 2004

*Have an issue  
that's going to  
be a challenge  
in the media?*

*One that's  
got you or the  
boss edgy?*



*E-mail this to a friend*



*Active links to  
additional information.*

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Getting in front of an issue and managing it means you've got to get your hands around it and understand it. Systematic media monitoring and analysis is one of the best ways to do this, particularly if you can plan for it.

Planning to monitor an issue need not be arduous or time consuming. The key is getting your news collection and analysis criteria defined and in place – quickly. This is where our QIA™ analysts play a key role – a 15 minute conversation with them can help you define what you need to know and how you want to be able to analyze it. Here are some of the key questions they typically help our clients with:

- What are the issues you need to monitor?
- When do you anticipate they will break?
- Will these issues be about your organization, someone specific, or will it involve others?
- How broad do you expect the media coverage to be? Will it potentially generate wire service coverage?
- What is your preferred scope of media tracking? Local or regional sources? Key national sources?
- What do you really want to know from your media analysis? Example: How your organization or key people appear? How these specific issues are being portrayed in the media in general?
- What audiences or constituents are you principally concerned with? Why?
- How do you see these issues potentially impacting them?
- What is the "best case scenario" regarding these issue you could envision? What is the worst case?
- How do you plan to use the information from this media monitoring and analysis effort?
- Who do you plan to share it with inside your organization? Outside?

A few minutes with one of our QIA™ analysts will help you sort through these questions and quickly define a systematic media monitoring and analysis process based on your specific needs.

## **A few words about QIA™ On-line**

QIA™ On-line is as effective for short term analysis as it is for on-going media monitoring and analysis. When you have a fast-moving issue (or issues), QIA™ can be activated quickly to track these specific issues for a specified period of time. It will track them for you in whatever range of media you specify, measure the results, show you the patterns, remove the doubt. Through clear analysis and crisp charts your management team can see what's really happening, where to be concerned and not concerned, and separate the anecdotal from the real issues.

In a fast moving issue or crisis environment, QIA™ enables you to track the volume and pattern of public discussion anytime 24/7 – the data is available for your analysis and study just as quickly as our analysts have collected it, analyzed it and posted it to your database. And with much of the media now accessible electronically, this means our analysis is typically available for your use within hours (not days)!

So next time you or your boss is concerned about how an issue may play out in the media, don't guess – let us help you remove the uncertainty and provide you with the information to manage it effectively.

## **More information?**

Contact us today by e-mail at [info@qia.com](mailto:info@qia.com) or call toll free at **866-443-9600** to find out how QIA™ can enhance how you manage fast moving issues.

## **Read More?**

- [How QIA™ Works](#)
- [On-line News Clip Libraries](#)
- [Basic Media Analysis](#)
- [Advanced Media Analysis](#)
- [Message & Opinion Measurement](#)
- [Brand & Reputation Factor Analysis](#)
- [Retrospective Analysis](#)
- [Communications S.W.O.T Analysis](#)
- [Comprehensive Written Reports](#)
- [Report Presentations](#)
- [On-Call Strategy Support](#)